

1 of 3

1

Rep Firm
Sales Office () DALLAS
Salesperson () CANDY OREM AE.

Salesperson Phone# 214-525-2617
Salesperson FAX# 214-522-9362

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M	5A-6A	5A NEWS	:15	\$75.00	10/29-10/29	2	1	2	\$150.00	
Rating: 1.0												
Buyline Comment: BOOKENDS.												
	2	TU	5A-6A	5A NEWS	:15	\$75.00	10/30-10/30	2	1	2	\$150.00	
Rating: 1.0												
Buyline Comment: BOOKENDS.												
	3	W	5A-6A	5A NEWS	:15	\$75.00	10/31-10/31	2	1	2	\$150.00	
Rating: 1.0												
Buyline Comment: BOOKENDS.												
	4	F	5A-6A	5A NEWS	:15	\$75.00	11/02-11/02	2	1	2	\$150.00	
Rating: 1.0												
Buyline Comment: BOOKENDS.												
	5	TU	5P-530P	5P NEWS	:15	\$250.00	10/30-10/30	2	1	2	\$500.00	
Rating: 4.0												
Buyline Comment: BOOKENDS.												
	6	TH	5P-530P	5P NEWS	:15	\$250.00	11/01-11/01	2	1	2	\$500.00	
Rating: 4.0												
Buyline Comment: BOOKENDS.												

Rep Order# 9844208
EC'd Yes

Ver# 3

Mod# 1

Status Confirmed

Traffic Order# 65905

Printed: 10/18/2012 3:09 PM

2 of 3

Last Received: 10/16/2012 10:47 AM

Showing Buylines: All Lines

Station WOAI-TV SAN ANTONIO
Advertiser () POLITICAL
Product DONNA CAMPBELL
Estimate# 4Q12
Buyer HALEY BETH
Phone#
Fax#

Agency () WEEKS & CO
6060 N CENTRAL EXPRESSWAY, SUITE 560
DALLAS, TX 75206
Agency C/P1/P2/E //4Q12
Flight Dates 10/29/2012 - 11/04/2012
Hiatus Weeks

Rep Firm
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Salesperson FAX# 214-522-9362

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	7	M	530P-6P	530P NEWS	:15	\$375.00	10/29-10/29	0	0	0	\$0.00	

Rating: 5.0

Buyline Comment: BOOKENDS.
[MADE-GOOD BY LINE(S) 14 15]

14	M-TU	12P-1P	TODAY SHOW	:15	\$87.50	10/29-10/30	4	1	4		\$350.00	
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Rating: 2.0

Buyline Comment: BOOKENDS.
[MKGD FOR SPOTS MISSED ON LN #7: 10/29(2/WK)]

15	SU	8A-9A	MEET THE PRESS	:15	\$200.00	11/04-11/04	2	1	2		\$400.00	
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Rating: 1.0

Buyline Comment: BOOKENDS.
[PART OF A MKGD MADE UP OF LINES 14 15]

8	M	6P-630P	6P NEWS	:15	\$312.50	10/29-10/29	2	1	2		\$625.00	
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Rating: 3.5

Buyline Comment: BOOKENDS.

9	W	6P-630P	6P NEWS	:15	\$312.50	10/31-10/31	2	1	2		\$625.00	
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Rating: 3.5

Buyline Comment: BOOKENDS.

10	M	10P-1035P	10P NEWS	:15	\$475.00	10/29-10/29	2	1	2		\$950.00	
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Rating: 4.5

Buyline Comment: BOOKENDS.

11	TU	10P-1035P	10P NEWS	:15	\$475.00	10/30-10/30	2	1	2		\$950.00	
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Rating: 4.5

Buyline Comment: BOOKENDS.

12	TH	10P-1035P	10P NEWS	:15	\$475.00	11/01-11/01	2	1	2		\$950.00	
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Rating: 4.5

Buyline Comment: BOOKENDS.

Station WOAI-TV SAN ANTONIO
 Advertiser () POLITICAL
 Product DONNA CAMPBELL
 Estimate# 4Q12
 Buyer HALEY BETH
 Phone#
 Fax#

Agency () WEEKS & CO
 6060 N CENTRAL EXPRESSWAY, SUITE 560
 DALLAS, TX 75206
 Agency C/P1/P2/E //4Q12
 Flight Dates 10/29/2012 - 11/04/2012
 Hiatus Weeks

Rep Firm
 Sales Office () DALLAS
 Salesperson () CANDY OREM AE.
 Salesperson Phone# 214-525-2617
 Salesperson FAX# 214-522-9362

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	13	SU	1035P-1105P	LATE NEWS	:15	\$475.00	11/04-11/04	2	1	2	\$950.00	

Rating: 4.2

Buyline Comment: BOOKENDS.

---REPORT TOTALS---

Report Totals: 30 / \$7,400.00

---SALES MONTHLY TOTALS---

Nov 12: 30 / \$7,400.00
 Sales Totals: 30 / \$7,400.00
 Station Totals: 30 / \$7,400.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$24,667	CABL 0%	IOAI 0%	KABB 0%	KCWX 0%	KENS 0%
		KWYS 0%	KPXL 0%	KSAT 0%	KWEX 0%	UNKN 70%
		WOAI 30%				

Books null
 Demos RA35+

ORDER



WOAI-TV

Orders
Order / Rev: 65905
Alt Order #: 09844208
Product Desc: TX STATE SENATE/DIST 25/REPUBLIC
Estimate: 4Q12
Flight Dates: 10/29/12 - 11/04/12
Original Date / Rev: 10/15/12 / 10/16/12
Order Type: GENERAL

Primary AE: Millennium Dallas
Sales Office: MNAT
Sales Region: National

Agency Name: Weeks & Co.
Buying Contact:
Billing Contact:
 6060 N Central Expressway, Suite 560
 Dallas, TX 75206

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Donna Campbell/Rep/Senate
Demographic: A35+
Product Codes: US Senate
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/04/12	15	\$7,400.00	\$6,290.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	15	\$7,400.00	\$6,290.00	0.00
Totals	15	\$7,400.00	\$6,290.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Dallas			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WOAI-TV	30%	\$7,400.00
Market	100%	\$24,666.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EOAI	0%	\$0.00
KABB	0%	\$0.00
KENS	0%	\$0.00
KHCE	0%	\$0.00
KLRN	0%	\$0.00
KMYS	0%	\$0.00
KNIC	0%	\$0.00
KPXL	0%	\$0.00
KSAT	0%	\$0.00
KVAW	0%	\$0.00
KVDA	0%	\$0.00
KVDF	0%	\$0.00
KWEX	0%	\$0.00
UNKWN	70%	\$17,266.67

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOAI	10/29/12	10/29/12	Local 5a News	CM	5:00 AM-6:00 AM	M-----	:15/:15	1	\$150.00	P-3	0.00	BK	1	\$150.00
				Local 5a News											

5A NEWS BOOKENDS.

Order / Rev: 65905
 Alt Order #: 09844208
 Flight Dates: 10/29/12 - 11/04/12

Advertiser: Donna Campbell/Rep/Senate
 Product Desc: TX STATE SENATE/DIST 25/REPUBLIC
 Estimate: 4Q12
 WOAI-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOAI	10/29/12	10/29/12	Local 5a News Local 5a News	CM	5:00 AM-6:00 AM	M-----	:15/:15	1	\$150.00	P-3	0.00	BK	1	\$150.00
5A NEWS BOOKENDS.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----			1		\$150.00		0.00				
E 2	WOAI	10/30/12	10/30/12	Local 5a News Local 5a News	CM	5:00 AM-6:00 AM	-T-----	:15/:15	1	\$150.00	P-3	0.00	BK	1	\$150.00
5A NEWS BOOKENDS.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-T-----			1		\$150.00		0.00				
E 3	WOAI	10/31/12	10/31/12	Local 5a News Local 5a News	CM	5:00 AM-6:00 AM	--W----	:15/:15	1	\$150.00	P-3	0.00	BK	1	\$150.00
5A NEWS BOOKENDS.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W----			1		\$150.00		0.00				
E 4	WOAI	11/02/12	11/02/12	Local 5a News Local 5a News	CM	5:00 AM-6:00 AM	----F--	:15/:15	1	\$150.00	P-3	0.00	BK	1	\$150.00
5A NEWS BOOKENDS.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			1		\$150.00		0.00				
E 5	WOAI	10/30/12	10/30/12	Local 5p News Local 5p News M-F	CM	5:00 PM-5:30 PM	-T-----	:15/:15	1	\$500.00	P-3	0.00	BK	1	\$500.00
5P NEWS BOOKENDS.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-T-----			1		\$500.00		0.00				
E 6	WOAI	11/01/12	11/01/12	Local 5p News Local 5p News M-F	CM	5:00 PM-5:30 PM	---T---	:15/:15	1	\$500.00	P-3	0.00	BK	1	\$500.00
5P NEWS BOOKENDS.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---T---			1		\$500.00		0.00				
E 8	WOAI	10/29/12	10/29/12	Local 6p News Local 6p News M-F	CM	6:00 PM-6:30 PM	M-----	:15/:15	1	\$625.00	P-3	0.00	BK	1	\$625.00
6P NEWS BOOKENDS.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----			1		\$625.00		0.00				
E 9	WOAI	10/31/12	10/31/12	Local 6p News Local 6p News M-F	CM	6:00 PM-6:30 PM	--W----	:15/:15	1	\$625.00	P-3	0.00	BK	1	\$625.00
6P NEWS BOOKENDS.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W----			1		\$625.00		0.00				
E 10	WOAI	10/29/12	10/29/12	Late 10p News M-F Late 10p News M-F	CM	10:00 PM-10:35 PM	M-----	:15/:15	1	\$950.00	P-3	0.00	BK	1	\$950.00
10P NEWS BOOKENDS.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----			1		\$950.00		0.00				
E 11	WOAI	10/30/12	10/30/12	Late 10p News M-F Late 10p News M-F	CM	10:00 PM-10:35 PM	-T-----	:15/:15	1	\$950.00	P-3	0.00	BK	1	\$950.00
10P NEWS BOOKENDS.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-T-----			1		\$950.00		0.00				
E 12	WOAI	11/01/12	11/01/12	Late 10p News M-F Late 10p News M-F	CM	10:00 PM-10:35 PM	---T---	:15/:15	1	\$950.00	P-3	0.00	BK	1	\$950.00
10P NEWS BOOKENDS.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---T---			1		\$950.00		0.00				
E 13	WOAI	11/04/12	11/04/12	Late 10p News Su Late 10p News Su	CM	10:35 PM-11:05 PM (10:35 PM-11:05 PM)	-----S	:15/:15	1	\$950.00	P-3	0.00	BK	1	\$950.00
LATE NEWS BOOKENDS.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S			1		\$950.00		0.00				
N 14	WOAI	10/29/12	10/30/12		CM	12p-12:58p	MT-----	:15/:15	2	\$175.00	P-3	0.00	BK	2	\$350.00

Order / Rev: 65905
Alt Order #: 09844208
Flight Dates: 10/29/12 - 11/04/12

Advertiser: Donna Campbell/Rep/Senate
Product Desc: TX STATE SENATE/DIST 25/REPUBLIC
Estimate: 4Q12
WOAI-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Today Show III											
				Today Show III											
12P TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MT-----	2		\$175.00		0.00						
N 15	WOAI	11/04/12	11/04/12	Meet The Press	CM	8a-9a	-----S	:15/:15	1	\$400.00	P-3	0.00	BK	1	\$400.00
				Meet The Press											
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$400.00		0.00						
													Totals	15	\$7,400.00